EXHIBIT B

IN THE UNITED STATES DISTRICT COURT FOR THE MIDDLE DISTRICT OF NORTH CAROLINA

THOMAS H. KRAKAUER,

on behalf of a class of persons similarly situated,

Plaintiff,

v.

Civil Action No. 1:14-cv-00333-CCE-JEP

DISH NETWORK, L.L.C.,

Defendant.

EXPERT REPORT OF ANYA VERKHOVSKAYA, A.B. DATA, LTD.

SCOPE OF WORK

Plaintiff's counsel asked me to analyze telemarketing call records produced by Five9, a

telephone dialing system software company. A.B. Data, Ltd.'s Class Action Administration

Company ("A.B. Data") was advised by Plaintiff's counsel that these records show telemarketing

calls placed by Satellite Systems Network ("SSN") company to consumers in an effort to sell

DISH Network ("DISH") satellite television subscriptions.

A.B. Data understands that Plaintiff alleges in Count One of the Complaint that he and

putative class members whose residential telephone numbers were listed on the National Do Not

Call Registry ("NDNCR") received two or more telemarketing calls from SSN promoting the

sale of DISH services during a twelve-month period. I directed analysis of the call records to

identify persons who received such calls, were on the NDNCR at least 30 days prior to the first

call, and whose telephone numbers were not identified as business telephone numbers or

numbers associated with Dish Customers, per the SSN data.

A.B. Data understands that Plaintiff alleges in Count Two of the Complaint that he and

putative class members received two or more telemarketing calls from SSN promoting DISH

Expert Report of Anya Verkhovskaya, A.B. Data, Ltd.

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subscriptions after telling SSN and DISH they did not want to receive telemarketing calls. I directed analysis of the call records, in conjunction with a list of individuals who had previously informed DISH and/or SSN that they did not want to receive telemarketing calls, in order to identify persons who received such calls, had notified DISH and/or SSN at least 30 days prior, and whose telephone numbers were not identified as business telephone numbers or numbers associated with Dish Customers, per the SSN data.

EXPERIENCE AND QUALIFICATIONS

I regularly oversee and direct the analysis of call records in my capacity as a Partner and Chief Operating Officer of A.B. Data, headquartered in Milwaukee, Wisconsin. A.B. Data provides a full range of class action and complex litigation support services, and specializes in multifaceted project management as well as notice, claims and settlement fund administration.

A.B. Data has been appointed as Notice, Claims, and/or Settlement Administrator in hundreds of high volume consumer, civil rights, insurance, antitrust, ERISA, securities, and wage and hour cases. I am familiar with and have been directly responsible for administering some of the largest and most complex class action settlements of all time, involving all aspects of direct, media and their party notice programs, data management, claims administration, and settlement fund distribution.

For example, A.B. Data was appointed by the U.S. District Court for the Eastern District of New York to administer the notice and claims process in *In re Holocaust Victim Assets Litigation*, No. CV-96-4849. For this \$1.2 billion settlement benefiting more than 100,000 potential claimants, A.B. Data designed, analyzed and implemented class member location, notice, document management systems and claims administration and processing in the matter.

Other cases include: Wyatt v. El Paso Corporation (\$285 million settlement); In re Symbol Technologies, Inc. Securities Litigation (\$139 million settlement); In re Lernout & Hauspie Securities Litigation (\$120.5 million settlement); Perez v. Rent-A-Center, Inc. (\$109 million settlement); In re Reliant Securities Litigation (\$75 million settlement); In re Ready-Mixed Concrete Antitrust Litigation (\$50 million settlement); In re Marsh ERISA Litigation (\$35 million settlement); Carlson v. State of Alaska, Commercial Fisheries Entry Commission (\$33.5 million settlement); and In re Marine Hose Antitrust Litigation (\$21.7 million settlement).

In virtually every case A.B. Data administers, its Court-appointed role is to use available class member records and data to identify class members in order to send them appropriate notice and, if applicable, claims information in a manner consistent with constitutional due process.

My hourly rate is \$425 an hour. I expect that A.B. Data will be paid approximately \$6,000 for the work to date.

In cases brought under the Telephone Consumer Protection Act (TCPA), 47 U.S.C. § 227, A.B. Data routinely analyzes call records to identify class members. In analyzing the call records, A.B. Data regularly partners with reputable data vendors such as LexisNexis, Experian, Nexxa Group, Inc. ("Nexxa"), and others (collectively, "Data Processors"). A.B. Data has longstanding relationships and prior experience with the Data Processors. The Data Processors are able to provide information via access to numerous records and data sources: Nexxa provides information from the National Do Not Call Registry, including date of registry; Experian provides skip-tracing services to identify the most recent address of an individual based upon a combination of name, address history, and/or telephone

number;¹ LexisNexis provides information from public and proprietary records, including information regarding whether a particular telephone number was associated with a business or residence and telephone number subscriber information.²

I regularly use these Data Processors in administering class action settlements, a context in which maximum accuracy and reliability is critical. In my experience, gained over the course of several years of working with these vendors, the vendors provide accurate and reliable information, and are regularly called upon to provide this type of information in Court-supervised class action settlements.

Cases brought under the TCPA in which A.B. Data has provided data analysis utilizing

Data Processors' services as discussed above include:

- a. *Desai, et al. v. ADT Sec. Servs., Inc., et al.,* Case No. 1:11-cv-1925, United States District Court for the Northern District of Illinois, Eastern Division (as court-approved settlement administrator);
- b. *D. Michael Collins and Milford & Ford Assoc. Inc. v. ACS, Inc.*, Case No. 1:10-cv-11912, United States District Court, District of Massachusetts (as court-approved settlement administrator);
- c. Brey Corp. t/a Hobby Works v. Life Time Improvements, Inc., Case No. 349410-v, Circuit Court for Montgomery County, Maryland (as court-approved settlement administrator);
 - d. Evan Fray-Witzer v. Olde Stone Land Survey Co., Inc., Case. No.

¹ According to Experian at www.experian.com/consumer-information/sikp-tracing-services.com, MetroNet provides access to comprehensive contact data on more than 140 million households and 19 million businesses with multiple data sources updated regularly to ensure the most accurate, up-to-date information available.

² It is common knowledge within the class action administration industry that LexisNexis is one of the largest aggregators of public record and proprietary information. Their information comes from governmental sources, leading credit bureaus, national address databases, national phone databases, utility information, warranty and subscription information and thousands of other sources.

- 2008-04175, Suffolk Superior Court of Massachusetts (as court-approved settlement administrator);
- e. *Milford & Ford Assoc., Inc., and D. Michael Collins v. Cell-Tek, LLC*, Case No. 1:09-cv-11261-DPW, United States District Court, District of Massachusetts (as courtapproved settlement administrator);
- f. Mann & Co., PC v. C-Tech Indus. Inc., Case No. 1:08CV11312-RGS, United States District Court, District of Massachusetts (as court-approved settlement administrator);
- g. *Diana Mey et al. v. Herbalife Int'l, Inc., et al.*, Case No. 01-C-263, Circuit Court of Ohio County, West Virginia (as court-approved settlement administrator);
- h. Evan Fray-Witzer and Beardsley Ruml v. Metro. Antiques, LLC, Case No. 02-5827, Suffolk Superior Court of Massachusetts (as court-approved settlement administrator);
- i. *Martin v. Dun & Bradstreet, Inc., et al.*, Case No. 1:12CV215, United States District Court for the Northern District of Illinois, Eastern Division (as court-approved settlement administrator):
- j. *Donaca v. Dish Network, L.L.C.*, Case No. 11-cv-2910-RBJ-KLM, United States District Court for the District of Colorado;
- k. *Warnick*, *et al. v. DISH Network*, *L.L.C.*, Case No. 1:12-cv-01952-WYD-MEH, United States District Court for the District of Colorado;
- Lopera v. The Receivable Mgmt. Servs. Corp., Case No. 12-CV-9649,
 United States District Court the Northern District of Illinois Eastern Division;
- m. *Kubacki v. Peapod, LLC*, Case No. 13 C 729, United States District Court for the Northern District of Illinois, Eastern Division;

- n. *Benzion v. Vivint, Inc.*, Case No. 12-CV-61826-WJZ, United States District Court, Southern District of Florida, Fort Lauderdale Division (as court-approved settlement administrator);
- o. *Mey v. Honeywell Int'l., Inc., et al.*, Case No. 2:12-cv-1721, United States District Court for the Southern District of West Virginia;
- p. Southwell, et al. v. Mortgage Investors Corporation of Ohio, Inc., et al., Case No. 2:13-cv-01289-MJP, United States District Court, Western District of Washington;
- q. Horton v. Cavalry Portfolio Services, LLC, Case No. 13 CV0307 JAH WVG, United States District Court, Southern District of California; and
- r. Shamblin v. Obama For America, et al., Case No. 8:13-cv-02428-VMC-TMB, United States District Court, Middle District of Florida, Tampa Division.

I have also testified in the following matters as an expert witness at deposition or trial in the last four years in the following cases:

- a. In the matter of *Donaca v. Dish Network, L.L.C.*, Case No. 11-cv-2910-RBJ-KLM, United States District Court for the District of Colorado, I provided an expert report regarding analysis of call records as compared to the National Do Not Call Registry and deposition testimony regarding that analysis and other capabilities of A.B. Data;
- b. In the matter of *Warnick v. Dish Network*, *L.L.C.*, Case No. 1:12-cv-01952-WYD-MEH, United States District Court for the District of Colorado, I provided an expert report regarding A.B. Data's abilities to analyze call records to identify calls made to cellular/mobile telephone numbers and to identify subscribers of telephone numbers and deposition testimony regarding same;

- c. In the matter of *Benzion v. Vivint, Inc.*, Case No. 12-CV-61826-WJZ, United States District Court, Southern District of Florida, Fort Lauderdale Division, I provided an expert report regarding data analysis of call logs, including comparison of call records to the National Do Not Call Registry and analysis of call records to identify calls made to cellular/mobile telephone numbers and deposition testimony regarding same;
- d. In the matter of *Southwell, et al. v. Mortgage Investors Corporation of Ohio, Inc., et al.*, Case No. 2:13-cv-01289-MJP, United States District Court, Western District of Washington, I provided an expert report regarding analysis of call records to identify telephone numbers associated with business or residence and deposition testimony regarding same and capabilities of A.B. Data;
- e. In the matter of *Horton v. Cavalry Portfolio Services, LLC*, Case No. 13 CV0307 JAH WVG, United States District Court, Southern District of California, I provided an expert report regarding analysis of call records to identify calls made to cellular/mobile telephone numbers and ability to identify subscribers and testimony regarding same.

ANALYSIS

Source Data

I was provided with the following data files representing 1,661,318 calls placed by SSN to promote DISH satellite-television subscriptions ("Source Data" or "Five9 Records"):

- CONFIDENTIAL SatelliteSystemsNetwork2010-20110801-20110831.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110701-20110731.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110601-20110630.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110501-20110531.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110801-20110831.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110401-20110430.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110301-20110331.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20110101-20110131.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20101201-20101231.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20101101-20101130.csv

- CONFIDENTIAL SatelliteSystemsNetwork2010-20101001-20101031.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20100901-20100930.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20100801-20100831.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20100701-20100731.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20100601-20100630.csv
- CONFIDENTIAL SatelliteSystemsNetwork2010-20100501-20100531.csv

These file names and the calls included in them indicate that the files include calls dated May 11, 2010 to August 1, 2011. At the outset, A.B. Data aggregated all call records, including all relevant data points, from the Source Data into a SQL database (the "Analysis Database"), from which further data analysis could occur, queries could be run, and additional data-points tracked.

Connected Calls Analysis

A.B. Data identified calls that were not connected to an outbound recipient based upon the call type, campaign, disposition code or duration from the Source Data and flagged them as such in the Analysis Database. Through this step, A.B. Data flagged the following inbound and "unconnected" calls, which were identified for the following reasons:

Disposition Code: appeared as blank	5
Disposition Code: "[Deleted]"	174,718
Disposition Code: "Abandon"	53,115
Disposition Code: "Busy"	39,766
Disposition Code: "Fax"	2,795
Disposition Code: "Fax machine"	4,520
Disposition Code: "Internal Call"	1
Disposition Code: "No Answer"	1,000,002
Disposition Code: "No Disposition"	8,584
Disposition Code: "Operator Intercept"	85,029
Duration: 00:00:00 (for calls with Disposition Codes not listed as eliminated above)	61,068
Call Type and/or Campaign: Inbound	1,594
TOTAL	1,431,197

This step left 230,121 remaining calls (the "Connected Calls") to analyze.

Count One/NDNCR -- Analysis of Connected Calls

As stated above, I was asked to identify persons who received more than one SSN/DISH call within any 12-month period, at a time when that telephone number had been listed on the National Do Not Call Registry ("NDNCR") for at least 30 days.³

The first step in this analysis was to determine which of the Connected Calls were called more than once in any 12-month period. This was determined through programmatic queries of the Analysis Database, a commonly-used data analysis procedure, as conducted by our Information Systems team and reviewed by our Quality Assurance team in cooperation with our Project Management team. This analysis identified 164,494 records representing all Connected Calls made to 58,151 unique telephone numbers that had received more than one call.

Second, A.B. Data coordinated with Nexxa to determine which of these numbers were listed on the NDNCR as of April 1, 2010. April 1, 2010 represents the date 30 days prior to May 1, 2010, the first date covered by the call records. A.B. Data submitted a data file of the 58,151 unique telephone numbers represented by the 164,494 calls referenced above. Based upon the output data received from Nexxa and compared to the Analysis Database, it was found that 23,625 unique telephone numbers were listed on the NDNCR as of April 1, 2010 (the "NDNCR Numbers"). The number of calls made to those telephone numbers more than 30 days after the NDNCR date of April 1, 2010, was 66,448. This information was tracked in the Analysis Database.

Third, A.B. Data reviewed the 23,625 NDNCR Numbers identified in the second step to identify any of those telephone numbers for which at least one of the Connected Calls had been

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³ This and any subsequent references to 30-day timeframes designate inclusive timeframes, meaning, for example, that a telephone number was on a list or registry for at least 30 full days prior to a subsequent action/call.

assigned the disposition "Business" according to the Source Data. This analysis resulted in identification of 1,275 unique telephone numbers as being business-identified telephone records.

A.B. Data also coordinated with LexisNexis, with which it has established a specialized query based upon LexisNexis' proprietary aggregated data sources, to determine which additional telephone numbers were identified as business numbers during the relevant timeframe. This analysis resulted in the identification of 118 additional records as business-identified telephone numbers in the Analysis Database. The analysis in this step resulted in identification of (i) a total 1,393 unique telephone numbers that were identified, via the Source Data and A.B. Data's additional research, as business telephone numbers during the relevant timeframe and (ii) a total of 22,232 unique NDNCR Numbers that were not identified as business numbers during the relevant timeframe (the "Non-business NDNCR Numbers").

Fourth, A.B. Data reviewed the Non-business NDNCR Numbers to identify any telephone numbers for which at least one of the Connected Calls had been assigned the disposition of "Dish Customer" according to the Source Data. This analysis resulted in identification of 1,782 unique telephone numbers identified per the Source Data as being, at the time of at least one Connected Call, a "Dish Customer." This analysis resulted in identification of 20,450 unique telephone numbers that were on the NDNCR as of April 1, 2010, at least 30 days prior to any Connected Calls, received more than one Connected Call were not identified as business telephone numbers according to the call dispositions in the Source Data or A.B. Data's additional research via LexisNexis, and had not received a Connected Call dispositioned as "Dish Customer." The total number of Connected Calls made to these telephone numbers is 57,900.

In summary, my analysis of the Source Data reveals that 20,450 unique telephone

numbers were on the NDNCR as of April 1, 2010, at least 30 days prior to any Connected Calls, received more than one Connected Call in any 12-month period, were not identified as business telephone numbers, and did not receive a Connected Call dispositioned as "Dish Customer," based upon the information from the Source Data. Below is a chart that provides an overview of the quantities associated with the data processing/identification steps completed in this analysis:

Total number of telephone numbers in the Source Data that were on the NDNCR as of April 1, 2010 (the "NDNCR Numbers")	23,625
Business-identified telephone numbers in NDNCR Numbers	1,393
"Dish Customer"-dispositioned numbers in NDNCR Numbers (after flagging of Business-identified telephone numbers)	1,782
TOTAL UNIQUE TELEPHONE NUMBERS	20,450
TOTAL ASSOCIATED CONNECTED CALLS	57,900

Attached to this Expert Report as Exhibit A is a listing of the 20,450 unique telephone numbers along with relevant information regarding associated name and address, as available from the Source Data and supplemented through additional data research to be discussed further, subsequently in this Expert Report.

Count Two/DISH's Internal Do Not Call Database -- Analysis of Connected Calls

A. Persons called after requesting placement on DISH's internal do not call database

A.B. Data next determined which of the Connected Calls were placed, at a time when the telephone number had been listed on DISH's internal do not call database, for at least 30 days prior. A.B. Data obtained the following DISH internal do not call lists from the Plaintiff's counsel:

- DISH Retailer DNC List 2010 and Older.txt
- Echostar Internal Upto 20101231.txt
- Echostar Retailer Upto 20101231.txt

A.B. Data combined the three lists (combined, the "Internal DNC") for purposes of comparing them to the Analysis Database.

Next, the Analysis Database was queried to compare the dates and telephone numbers of the Internal DNC against the dates and telephone numbers of the Connected Calls. This query looked for calls that were made to telephone numbers that received more than one Connected Call where the telephone number had been listed on the Internal DNC for at least 30 days prior to the date of the first Connected Call. As a result of this query, it was determined that there were 24,515 Connected Calls (the "IDNC Connected Calls") made to 8,590 unique telephone numbers (the "IDNC Numbers").

Following the same methodology, performed and described earlier in this Expert report related to the analysis completed relating to Count 1 of the Complaint, A.B. Data reviewed the IDNC Numbers to identify any telephone numbers that were dispositioned as "Business" in the Source Data or identified via LexisNexis as business telephone numbers during the relevant timeframe. This resulted in identification of 350 unique telephone numbers identified as business telephone numbers. A.B. Data also reviewed the IDNC Numbers to identify any telephone numbers for which any Connected Call was dispositioned as "Dish Customer" in the Source Data. This analysis resulted in identification of 1,123 unique telephone numbers that were disposition as "Dish Customer".

In summary, my analysis of the Source Data reveals 7,117 unique telephone numbers that received more than one Connected Call and were on the Internal DNC at least 30 days prior to the first Connected Call; these unique telephone numbers received 20,549 Connected Calls. Attached to this Expert Report as Exhibit B is a listing of the 7,117 unique telephone numbers along with relevant information regarding associated names and addresses, as available from the

Source Data and supplemented through additional data research to be discussed further, subsequently in this Expert Report. Below is a chart that provides an overview of the quantities associated with the data processing/identification steps completed in this analysis:

Total number of IDNC Numbers	8,590
Business-identified telephone numbers in IDNC Numbers	350
"Dish Customer"-dispositioned numbers in IDNC Numbers (after flagging of Business-identified telephone numbers)	1,123
TOTAL UNIQUE TELEPHONE NUMBERS	7,117
TOTAL ASSOCIATED CONNECTED CALLS	20,549

B. Persons called after requesting placement on SSN's internal do not call database

It was next determined which of the Connected Calls were placed at a time when the Five9's Source Data records indicated that the recipient had previously requested that they no longer wanted to receive telephone calls, which were dispositioned on the records as "DNC" or "Do Not Call," and that request had been made at least 30 days prior to the subsequent calls.

There were 2,233 total Connected Calls made to 787 unique telephone numbers identified as "DNC" or "Do Not Call" in the Five9 records for which there were at least two subsequent Connected Calls made after the initial "DNC" or "Do Not Call" designation and that request had been made at least 30 days prior ("SSN's DNC Numbers"). To make this determination, the Analysis Database and data therein was queried to find instances of Connected Calls made to telephone numbers which occurred more than 30 days following the instance of a "DNC"- or "Do Not Call"- dispositioned call made to the same telephone number.

Completing the same analysis described previously herein to identify business-identified

⁴ This figure does not include the call initially dispositioned "DNC" or "Do Not Call" – the triggering call.

and "Dish Customer"-dispositioned Connected Calls, A.B. Data identified 38 business-identified telephone numbers in SSN's DNC Numbers and 35 telephone numbers that had been dispositioned as "Dish Customer". This analysis resulted in identification of 714 unique telephone numbers that received 2,058 Connected Calls.

In summary, my analysis of the Source Data reveals 714 unique telephone numbers for which at least two Connected Calls were made subsequent to a "DNC" or "Do Not Call" disposition in the Five9 records. Attached to this Expert Report as Exhibit C is a listing of the 714 unique telephone numbers along with relevant information regarding associated names and addresses, as available from the Source Data and supplemented through additional data research to be discussed further, subsequently in this Expert Report. Below is a chart that provides an overview of the quantities associated with the data processing/identification steps completed in this analysis:

Total number of SSN's DNC Numbers	787
Business-identified telephone numbers in SSN's DNC Numbers	38
"Dish Customer"-dispositioned numbers in SSN's DNC Numbers (after flagging of Business-identified telephone numbers)	35
TOTAL UNIQUE TELEPHONE NUMBERS	714
TOTAL ASSOCIATED CONNECTED CALLS	2,058

To supplement the incomplete name and address information available in the Five9 records, A.B. Data completed a standard reverse-append process via an established report with LexisNexis. For this data process, A.B. Data provides the relevant telephone number in an input file and LexisNexis provides an output file that includes, among other information, information regarding the name(s) and address(es) relevant to the subscribers of the telephone number for a given timeframe. A.B. Data uses this output file to append the name and address information

into the Analysis Database.

In addition to the address research completed and described herein, A.B. Data would coordinate to update the addresses researched and obtained from the Five9 records prior to any mailing of notification materials via the use of the United States Postal Service ("USPS") National Change of Address ("NCOA^{Link}") database, which contains approximately 160 million records or 48 months of permanent addresses. NCOA^{Link} is updated daily and USPS regularly provides change-of-address information to NCOA^{Link} licensees. NCOA^{Link} helps reduce undeliverable-as-addressed ("UAA") mail by correcting input addresses prior to mailing. Additional address updating via Experian's MetroNet® service would be coordinated for any addresses determined to be undeliverable. Further, in addition to the address and name research completed herein, A.B. Data would coordinate with additional Data Processors, such as Experian, to identify addresses based upon name and telephone number information and/or to identify additional name information based upon telephone number, if needed, for further supplementation of information that has not yet been identified.

It is common in my profession to rely on Data Processors to identify the names and addresses of subscribers of telephone numbers. I and many A.B. Data employees have used Data Processors to perform similar court-accepted and/or approved services for a number of cases in numerous courts across the country. Additionally, it is common practice in the industry of class action administration to utilize the date services described herein as provided by Data Processors.

To ensure the accuracy of the analysis and process outlined in this Expert Report, quality procedures were performed. First, members of the Information Systems team, Quality Assurance team, and Project Management team met to determine data analysis and processing steps. Second, at my direction, my Quality Assurance team reviewed and signed off on the

analysis process, including scripting and data loads. Third, input versus output counts,

cross/counts, and field inventory were verified. Fourth, the results of the relevant queries were

independently verified.

I have reached the opinions expressed herein based on a reasonable degree of certainty in

the field of data management, data analysis, class member identification, and claims

administration.

Executed at Milwaukee, Wisconsin this 30^{th} day of January, 2015.

Anya Verkhovskaya

EXHIBIT A











































































































































































































































